

Korean Laid-Open Patent Application Publication No. 2003-0063275

Date of Publication: July 28, 2003

[TITLE]

ADVERTISING SYSTEM AND METHOD FOR TARGETING AN ADVERTISEMENT
ON THE INTERNET

[ABSTRACT]

The present invention relates to an advertising system and method for targeting an advertisement on the Internet. The present invention provides an advertiser with a method of selling a web page based on a classification of a web page, a method of evaluating an advertisement effect, and an advertisement for the effective targeting advertisement. The advertising system according to the present invention includes a media-toward tier which collects corresponding web pages by using an Internet address of a web page for inserting an advertisement, and transmits an advertisement to be inserted into the collected web page on the Internet; a core tier which classifies the collected web pages in accordance with a specific classification system, and evaluates an advertisement effect of the collected web page; and an advertiser-toward tier which sells the collected web page to an advertiser, and monitors an advertisement effect of the sold web page. According to the present invention, it is possible to evaluate in quantity a classification of an advertising web page and a value extent of an advertising web page for an advertiser, according to fields in which an advertiser can have interests, in performing a targeting advertisement on the Internet.

[Brief Explanation of the Drawings]

Figure 1 is a block diagram showing a configuration of an advertising system for a targeting advertisement on the Internet according to the preferred embodiment of the present invention.

Figure 2 is a flowing diagram showing a method of constructing database for calculating an advertisement effect of a web page for a targeting advertisement on the Internet according to the preferred embodiment of the present invention.

Figure 3 is a flowing diagram showing a method of classifying a web page for a targeting advertisement on the Internet according to the preferred

embodiment of the present invention.

* Explanation of reference numerals for principal parts in the drawings*

- 100: advertising system
- 110: media-toward tier
- 120: core tier
- 130: advertiser-toward tier

[Claims]

1. An advertising system for a targeting advertisement on the Internet including:

- a media-toward tier which registers an Internet address of a web page for inserting an advertisement, collects corresponding web pages using the Internet address, and transmits an advertisement to be inserted into the collected web page on the Internet;
- a core tier which classifies the collected web pages in accordance with a specific classification system and evaluates an advertising effect of the collected web page; and
- an advertiser-toward tier which sells the collected web page to an advertisement and monitors an advertisement effect of the sold web page.